



Canadian Tourism  
Commission

Commission canadienne  
du tourisme

Canada

# Tourism Snapshot

A focus on the markets in which the CTC and its partners are active





## Key highlights

- Total arrivals from CTC's international markets improved 11.8% in April 2014 on gains recorded across all the markets, including the US (+10.2%), Core markets (+15.3%), Transition markets (+25.3%) and Emerging markets (+18.8%).
- With the timing of Easter in April (as opposed to March in 2013), overnight arrivals swelled across all Core markets led by Germany (+31%), and followed by the UK (+23.4%), Australia (+7.3%) and France (+0.7%).
- Gains were recorded in all markets celebrating Easter in April 2014, helping to offset contractions sustained in March 2014. Combined arrivals in March and April totalled to increases in Germany (+11.8%), the UK (+1.9%), Mexico (+3%) and Brazil (+4%), and declines in France (-3.3%) and Australia (-1.2%).
- The Transition markets realized strong gains (+25.3%), which were driven by a significant rebound in overnight arrivals from Mexico (+37%) as well as increased arrivals from South Korea (+20.8%) and Japan (+17.5%). Owing to growth in China (+21.5%), India (+18.5%) and Brazil (+10.2%), Emerging markets expanded by 18.8% in April 2014.
- Overnight arrivals from the US increased 10.2% in April 2014 on account of an increase in auto (+13.1%) and air (+8.4%) modes of arrivals. Year-to-date April 2014, overnight arrivals from the US were down 1.3%.
- Year-to-date April 2014, overnight arrivals from CTC overseas markets increased 5.9%, supported by gains in Emerging (+17.9%), Transition (+6.5%) and Core markets (+1.1%).

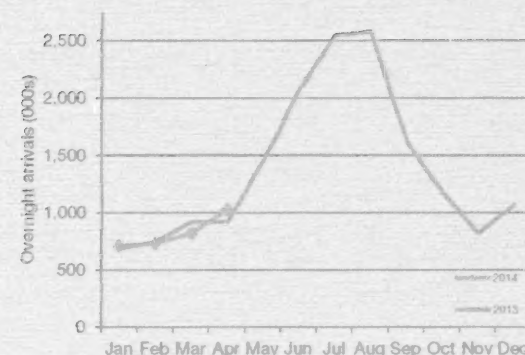
# Tourism review Inbound highlights

## Overnight trips to Canada

	Apr. 2014	14/13 Apr. % Change	Jan. - Apr. 2014	Year-to-date % Change
<b>United States</b>				
Automobile	405,420	13.1	1,264,496	-3.4
Plane	260,312	8.4	876,626	3.5
Other	47,703	-1.7	144,759	-9.7
<b>US Total</b>	<b>713,435</b>	<b>10.2%</b>	<b>2,285,881</b>	<b>-1.3%</b>
<b>Core Markets</b>				
UK	43,518	23.4	128,254	0.2
France	29,945	0.7	97,146	-2.0
Germany	20,505	31.0	57,410	9.5
Australia	13,414	7.3	52,314	1.1
<b>Core Total</b>	<b>107,382</b>	<b>15.3%</b>	<b>335,124</b>	<b>1.1%</b>
<b>Emerging/Transition Markets</b>				
Japan	14,447	17.5	56,633	3.9
South Korea	9,602	20.7	35,560	9.6
Mexico	15,603	37.0	42,780	7.6
Brazil	5,930	10.2	23,910	-0.5
China	22,329	21.5	89,199	26.1
India	13,229	18.5	35,507	13.4
<b>Emerging/Transition Markets Total</b>	<b>81,140</b>	<b>21.9%</b>	<b>283,589</b>	<b>12.2%</b>
<b>CTC Overseas Key Markets</b>	<b>188,522</b>	<b>18.0%</b>	<b>618,713</b>	<b>5.9%</b>
Other Overseas Countries	123,171	11.7%	378,028	4.0%
<b>Total Non-US Countries</b>	<b>311,693</b>	<b>15.4%</b>	<b>996,741</b>	<b>5.2%</b>
<b>Total Countries</b>	<b>1,025,128</b>	<b>11.8%</b>	<b>3,282,622</b>	<b>0.6%</b>

Note: Statistics Canada preliminary estimates.  
Source: Statistics Canada, International Travel Survey.

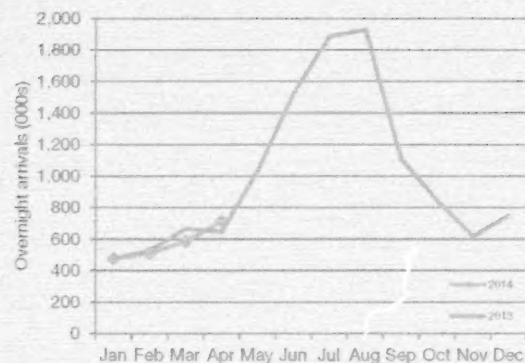
## International trips



- Canada welcomed approximately 1,025,100 international visitors in April, an increase of 11.8% over April 2013.
- With double-digit gains from Germany (+31%) and the UK (+23.5%), a healthy increase from Australia (+7.3%) and France staying steady (+0.7%), overnight arrivals expanded across all CTC Core markets (+15.2%). Year-to-date April 2014, arrivals from CTC Core markets were up 1.1% to 335,124 over the same period last year.
- In April, arrivals from Emerging and Transition markets grew 21.9% on double-digit increases from Mexico (+37%), China (+21.5%), South Korea (+20.7%), India (+18.5%) and Brazil (+10.2%). Year-to-date April 2014, arrivals from CTC Emerging and Transition markets rose 12.2% to 283,589.

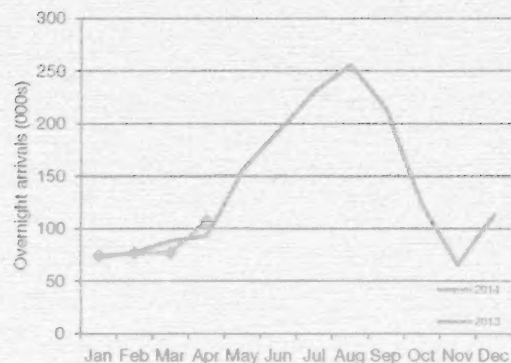


## United States



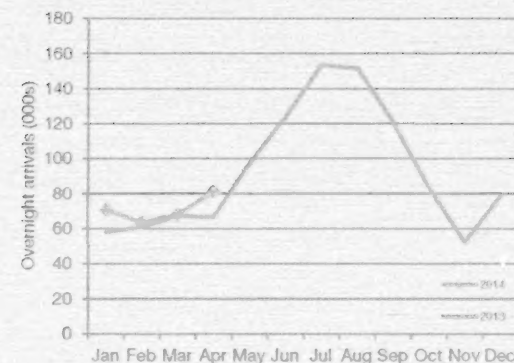
- Propped by the April Easter holiday period, overnight visitation from the US increased 10.2% to 713,435 in April thanks to gains in arrivals by automobile (+13.1%) and air (+8.4%). Overnight arrivals by other mode of transport edged down (-1.7%). Year-to-date April 2014, overnight arrivals from the US dropped 1.3% over the same period last year.
- In April, the number of overnight US visits increased in seven of the 10 provinces, with the largest increases in Quebec (+19.2%), Ontario (+10.9%) and British Columbia (+7.7%). Year-to-date April 2014, only BC (+4.1%) and Alberta (+0.5) posted increases in US arrivals compared to 2013.

## Core Markets



- With the Easter celebration in April this year (as opposed to March in 2013), arrivals from all CTC Core markets improved on gains led by Germany (+31%), and followed by the UK (+23.4%), Australia (+7.3%) and France (+0.7%), resulting in an overall 15.3% increase in April. Arrivals to most provinces grew in April; Ontario, Alberta and BC in particular showed healthy gains in visitation.
- Year-to-date April 2014, arrivals from the UK (+0.2%) reached 128,254, with Alberta, BC and Ontario experiencing the largest increases.

## Emerging Markets

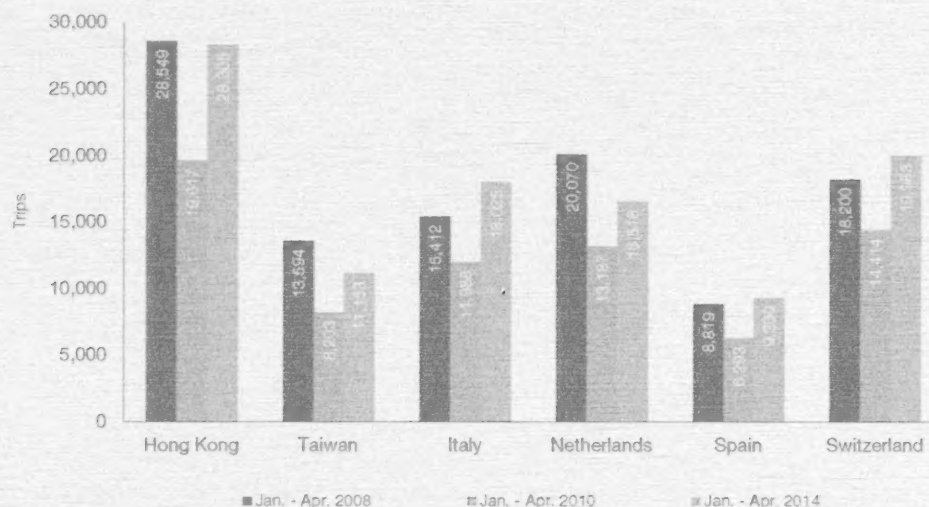


- A significant rebound in overnight arrivals from Mexico (+37%) as well as increased arrivals from South Korea (+20.8%) and Japan (+17.5%) spearheaded strong gains for the Transition markets in April 2014. The upswing of arrivals from Japan coincided with increased air capacity starting in late March originating from Haneda airport, and to a lesser extent from Narita airport.
- In April 2014, Emerging markets surged 18.8% with double-digit growth in arrivals thanks to a healthy increase in arrivals from China (+21.5%), India (+18.5%) and Brazil (+10.2%).
- Year-to-date April 2014, overall arrivals from CTC's Emerging and Transition markets expanded 12.2% over 2013. The best performers were China (+26.1%), India (+13.4%), South Korea (+9.6%) and Mexico (+7.6%).

## Market Watch

- In April 2014, overnight arrivals surged from Switzerland (+31.4%), Italy (+19.3%) and Spain (+11.9%) in contrast to the Netherlands (-6.4%).
- Year-to- April 2014, overnight arrivals from secondary European markets were all positive with Italy (+11.5%), Switzerland (+7.1%), the Netherlands (1.4%) and Spain (+0.8%) all realizing gains.
- Arrivals from Hong Kong (+3.6%) and Taiwan (+0.4%) edged up in April 2014.
- During the first four months in 2014, while Taiwan saw gains in arrivals (+5.5%), arrivals from Hong Kong declined 3.5% compared to the same period in 2013.

Overnight trips to Canada, by selected markets



Note: Statistics Canada preliminary estimates. Source: Statistics Canada, *International Travel Survey*.

## Travel Characteristics Highlights (2013)

The International Travel Survey is currently going through a modernization initiative. We anticipate that the next release by Statistics Canada will be at the end of May 2014.

Overnight trips to Canada, by selected markets

	Apr. 2014	14/13 Apr. % Change	Jan. - Apr. 2014	Year-to-date % Change
Italy	6,222	19.3	18,025	11.5
Netherlands	5,685	-6.4	16,516	1.4
Spain	2,976	11.9	9,300	0.8
Switzerland	6,990	31.4	1,983	7.1
Hong Kong	7,028	3.6	28,305	-3.5
Taiwan	3,043	0.4	11,153	5.5

Note: Statistics Canada preliminary estimates.  
Source: Statistics Canada, *International Travel Survey*.

# Competitive review (January - April 2014)\*\*

## International Travel (in thousands)

Trips From:	Trips To:			
	Canada	14/13 Change	Australia	14/13 Change
Total International	3,283	0.6%	6,454	7.2%
United States	2,286	-1.3	502	5.6%
Canada	...	...	128	0.7%
Core Markets				
United Kingdom	128	0.2	661	8.4%
France	97	-2.0	110	5.2%
Germany	57	9.5	171	6.8%
Australia	52	1.1	...	...
Emerging/Transition Markets				
Japan	57	3.9	322	-7.2%
South Korea	36	9.6	199	-3.0%
Mexico	43	7.6	...	...
Brazil	24	-0.5	36	11.9%
China	89	26.1	747	24.6%
India	36	13.4	170	9.1%
Total Key Markets	2,905	0.1%	3,045	8.2%

... Not applicable, or data not available.

Note: Statistics Canada preliminary figures.

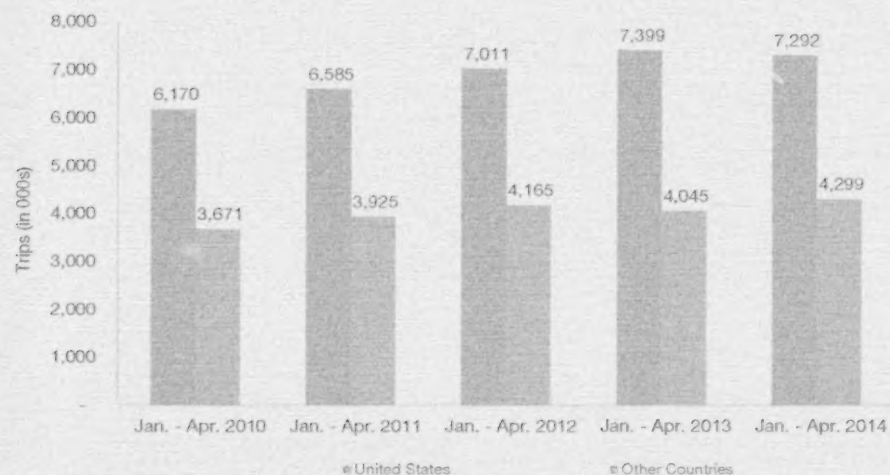
Sources: Statistics Canada; Tourism Australia.

\*\* US visitation data was not available due to a delay of the change of entry process for US visitors.

- Year-to-date April 2014, Australia (+9.8%) posted a large increase in total international arrivals, while total arrivals to Canada inched up 0.1% over 2013.
- Both Australia (+14.2%) and Canada (+26.1%) saw healthy gains in arrivals from China during the first four months in 2014, making it the top-performing market in terms of growth for both countries.
- While arrivals from Japan (+3.9%) and South Korea (+9.6%) rose for Canada, Australia experienced mixed results over the first four months of 2014 with growth from Japan losing steam (-2.3%) and South Korean arrivals still expanding (+4.5%).
- Year-to-date April 2014, arrivals from European markets to Australia gained shares across all three markets, with growth from Germany leading the way for both Australia and Canada, followed by the UK and France. While arrivals from France (+4.4%) increased to Australia, they contracted to Canada (-2%).
- Australia also posted strong growth in arrivals from North America, up 10.7% from the US and 8.9% from Canada.

# Canadian outbound trips

## Overnight trips by Canadians



Note: Statistics Canada preliminary estimates. Source: Statistics Canada, *International Travel Survey*.

- In April 2014, Canadian outbound travel increased 2.5% compared with the same month last year to approximately 3 million trips.
- The number of Canadians visiting the US during the month of April grew 1.4% to 2.05 million. Canadian overnight travel to overseas destinations (excluding the US) rose 4.8% to 991,826 trips.
- Year-to-date April 2014, outbound trips by Canadians grew 1.3% to 11.6 million trips.
- In April 2014, most Canadians re-entered the country from the US through Ontario (894,097 entries, -1.3%), BC (420,805 entries, -0.9%) and Quebec (313,250 entries, +4.8%).
- In April 2014, Ontario recorded the largest re-entry of Canadians from overseas countries (449,192 entries, +5.1%), followed by Quebec (219,711 entries, -0.7%) and BC (152,336 entries, +14.2%).

## Overnight trips by Canadians

	Apr. 2014	14/13 Apr. % Change	Jan. - Apr. 2014	Year-to-date % Change
United States	2,047,958	1.4	7,292,145	-1.4
Other Countries	991,826	4.8	4,298,502	6.3
<b>Total Trips from Canada</b>	<b>3,039,784</b>	<b>2.5</b>	<b>11,590,647</b>	<b>1.3</b>

Note: Statistics Canada preliminary estimates.  
Source: Statistics Canada, *International Travel Survey*.



# Consumer outlook

## Consumer confidence

- **Canada:** The Index of Consumer Confidence continued its slow rise in April, edging up 1.3 points to 89.8 (2002 = 100). This month's increase was driven primarily by optimistic responses to the current finances and major purchases questions.
- **USA:** After increasing in March, the Conference Board Consumer Confidence Index® dropped slightly in April. The Index now stands at 82.3 (1985=100), down from 83.9 in March.

Sources: Consumer Confidence Index, the Conference Board (USA); and Index of Consumer Confidence, the Conference Board of Canada.

## Accommodations

- In April 2014, the National Occupancy Rate recorded a marginal increase of 1.1 points to 60.7%. Prince Edward Island registered the largest increase (+10.3 points), followed by Northwest Territories (+9.1 points) and BC (+3.8 points), respectively
- Year-to-date April 2014, the National Occupancy Rate rose slightly (+1.1 points to 56.9%) compared with the previous year. PEI (+3.6 points), Northwest Territories (+3.4 points) and BC (+3.3 points) saw the largest increases in occupancy while Newfoundland and Labrador (-7.9 points) and Saskatchewan (-4.5 points) saw the largest drops.
- Year-to-date April 2014, the National Average Daily Rate improved to \$129.14, up 2.5% compared with the same period in 2013. BC, Alberta, Yukon, and Newfoundland and Labrador posted rates higher than the National Average Daily Rate.
- During the first four months of 2014, the Average Revenue per Available Room (RevPAR) was \$73.47 (+4.4%), with PEI posting the strongest growth (+11.0%, \$31.92) followed by BC (+10.4%, \$71.22) and Ontario (+4.9%, \$70.12).

## Canadian Occupancy Rates, By Province\*

	Apr. 2014	14/13 Change <sup>^</sup>	Jan. - Apr. 2014	Year-to-date Change <sup>^</sup>
Alberta <sup>†</sup>	67.2	-1.2	65.3	0.3
British Columbia	60.3	3.8	55.5	3.3
Saskatchewan	63.8	-4.3	60.7	-4.5
Manitoba	57.7	-3.6	56.1	-3.3
Ontario	61.3	1.7	56.4	1.5
Quebec	57.4	1.1	55.4	0.8
New Brunswick	50.9	-3.1	47.0	0.3
Nova Scotia	56.8	1.1	50.7	0.8
Newfoundland	60.5	-6.6	53.6	-7.9
Prince Edward Island	42.5	10.3	34.5	3.6
Northwest Territories	64.4	9.1	71.2	3.4
Yukon	53.8	-0.2	54.8	-2.9
<b>Canada</b>	<b>60.7</b>	<b>1.1</b>	<b>56.9</b>	<b>1.1</b>

\* Note: Based on the operating results of 219,761 rooms (unweighted data).

<sup>^</sup> Percentage points.

<sup>†</sup> Excluding Alberta resorts.

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